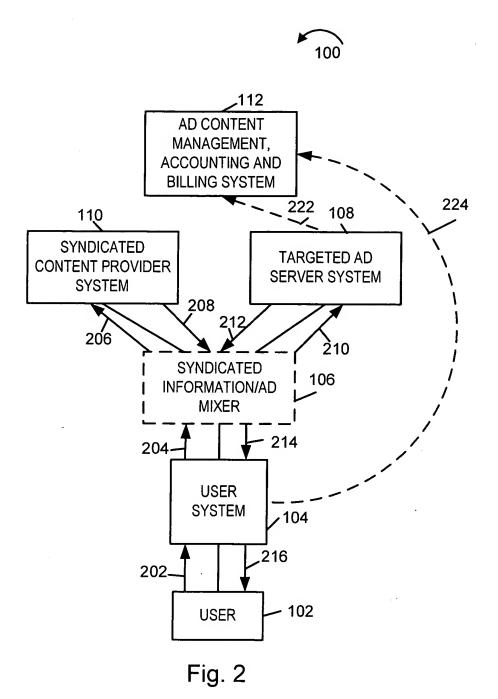
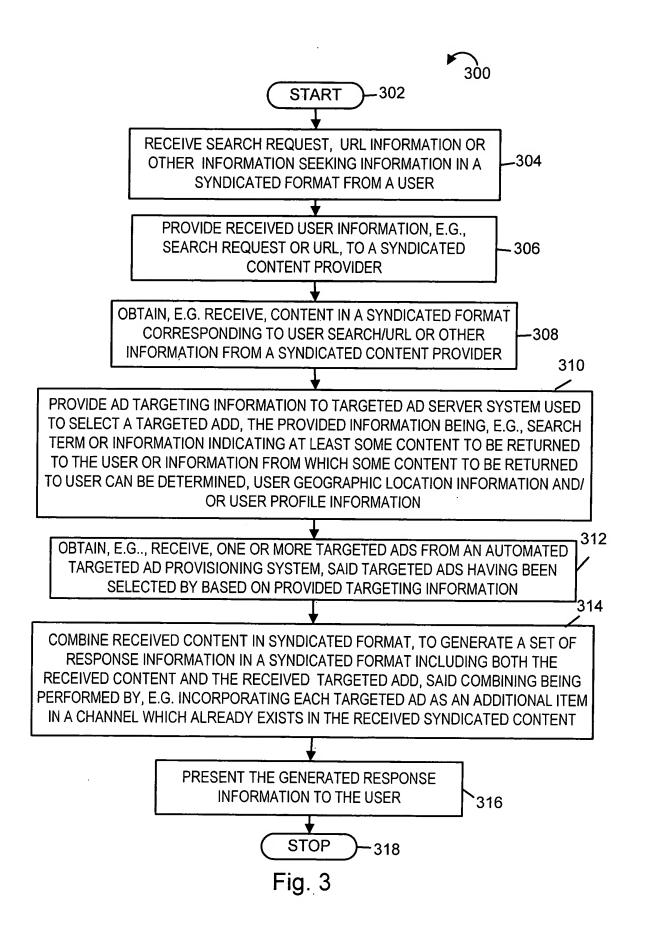


Fig. 1





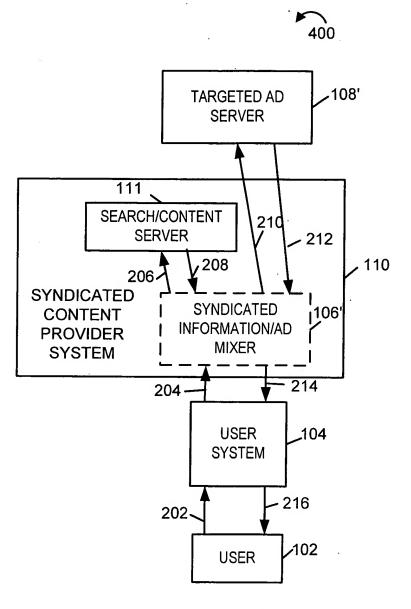


Fig. 4

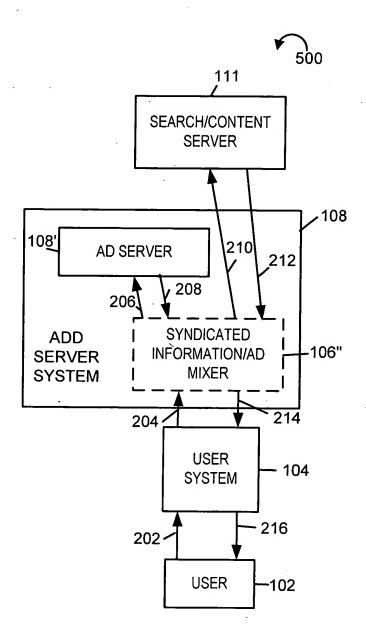


Fig. 5

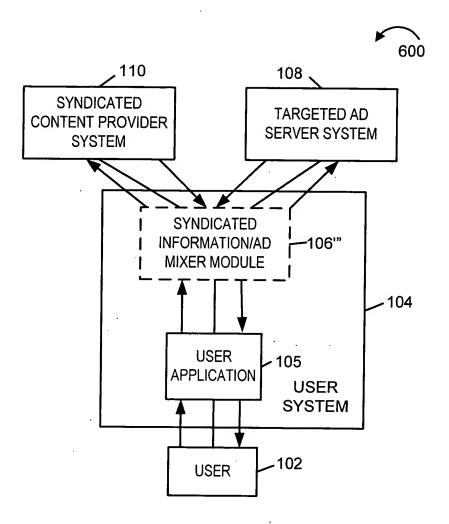


Fig. 6

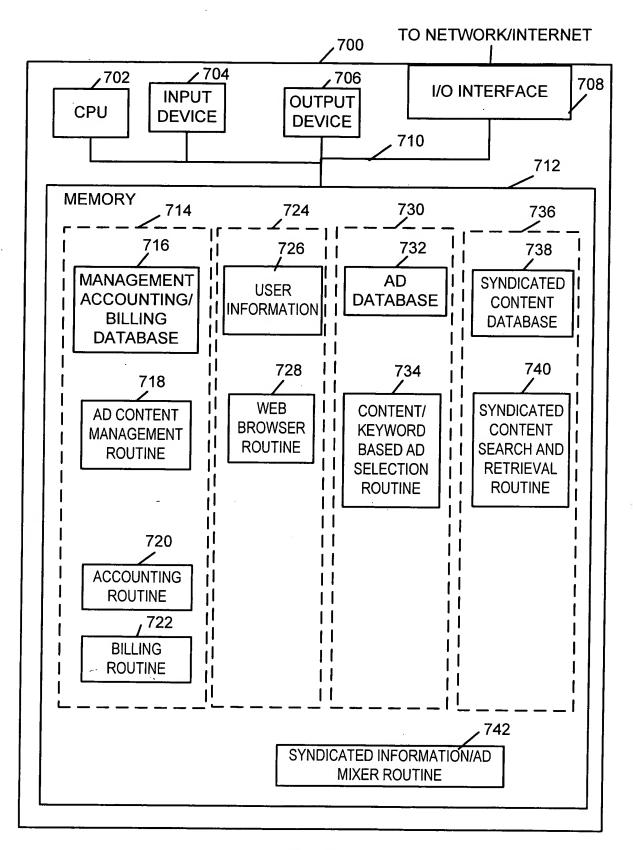


Fig. 7

```
?xml version="1.0"?>
<!DOCTYPE rss PUBLIC "-//Netscape Communications//DTD RSS 0.91//EN"</pre>
"http://my.netscape.com/publish/formats/rss-0.91.dtd">
<rss version="0.91">
<channel>
  <title>Google search for flowers</title>
  <link>http://www.google.com/search?q=flowers</link>
  <description>Google search for flowers</description> 4 303
  <language>en</language><item>
  <item>
    <title>1-800-FLOWERS.COM - Flowers, Plants, Gourmet and Sweets,
Unique ...</title>
                                                                         810
<link>http://www.800flowers.com/flowers/welcome.asp?section=0</link>
    <description>Flowers, unique gifts, gourmet foods, sweets, plants
and Specialty Boutique items</description>
  </item>
  <item>
    <title>FLORIST FLOWERS - Florist delivered or Virtual FlowersR -
...</title>
    <link>http://www.virtualflowers.com/</link>
    <description>Virtual FlowersR (VirtualFlowers.ComR) - Welcome! We
                                                                         812
... occasions. Virtual
    Flowers is the home of the Original FREE Virtual Bouquet!
...</description>
  </item>
  <item>
    <title>FTD.COM - Welcome to FTD.COM - Flower Bouquets and Gifts for
All ... </title>
    <link>http://www.ftd.com/</link>
    <description>... Services Customer Service Gift Advisor FTD Good
                                                                        814
Neighbor Day, Extras FREE Greetings
   Win A Summer Cookout Living Virtual Flower FREE Screensavers
Flowers & Plant ...
   </description>
  </item>
</channel></rss>
```

```
<item>
    <title>Flowers at 1-800-FLOWERS</title>
<link>http://www.google.com/url?q=http://www.1800flowers.com/flowers/x_
.asp%3Fr%3DflowersEX3FTAWGOO%26g%3Dflowers/welcome.asp%253Fsection%253D
&sa=1&ai=A5q9oB2PW_EouEkKxRQM7I2rCpHtrCkNiobg1XmZBMEAkOFAsK6ZABgQAYaBA&
um=1</link>
    <description>Same-Day Delivery Nationwide 100% Satisfaction
Guaranteed!</description>
  </item>
```

```
?xml version="1.0"?>
<!DOCTYPE rss PUBLIC "-//Netscape Communications//DTD RSS 0.91//EN"
"http://my.netscape.com/publish/formats/rss-0.91.dtd">
<rss version="0.91">
<channel>
  <title>Google search for flowers</title> < 804</pre>
  <link>http://www.google.com/search?q=flowers</link> 4 806
  <description>Google search for flowers</description> - 70
  <language>en</language><item>
  <item>
    <title>1-800-FLOWERS.COM - Flowers, Plants, Gourmet and Sweets,
Unique ...</title>
                                                                        80
<link>http://www.800flowers.com/flowers/welcome.asp?section=0</link>
    <description>Flowers, unique gifts, gourmet foods, sweets, plants
and Specialty Boutique items</description>
  </item>
  <item>
    <title>FLORIST FLOWERS - Florist delivered or Virtual FlowersR
    <link>http://www.virtualflowers.com/</link>
                                                                        812
    <description>Virtual FlowersR (VirtualFlowers.ComR) - Welcome! We
... occasions. Virtual
    Flowers is the home of the Original FREE Virtual Bouquet!
...</description>
  </item>
  <item>
    <title>Flowers at 1-800-FLOWERS</title>
<link>http://www.google.com/url?q=http://www.1800flowers.com/flowers/x_
.asp%3Fr%3DflowersEX3FTAWGOO%26g%3Dflowers/welcome.asp%253Fsection%253D
&sa=1&ai=A5q9oB2PW_EouEkKxRQM7I2rCpHtrCkNiobg1XmZBMEAkOFAsK6ZABgQAYaBA&
um=1</link>
    <description>Same-Day Delivery Nationwide 100% Satisfaction
Guaranteed!</description>
  </item>
  <item>
    <title>FTD.COM - Welcome to FTD.COM - Flower Bouquets and Gifts for
All ... </title>
   <link>http://www.ftd.com/</link>
    <description>... Services Customer Service Gift Advisor FTD Good
                                                                        814
Neighbor Day, Extras FREE Greetings
   Win A Summer Cookout Living Virtual Flower FREE Screensavers
Flowers & Plant ...
   </description>
  </item>
</channel></rss>
```

```
<?xml version="1.0"?>
<!DOCTYPE rss PUBLIC "-//Netscape Communications//DTD RSS 0.91//EN"
"http://my.netscape.com/publish/formats/rss-0.91.dtd">
<rss version="0.91">
                         4 1101
<channel>
  <title>Marsha's Weblog</title> 4 102
  <link>http://www.example.com/~marsha/weblog/</link> < 1104</pre>
  <description>All things Marsha</description> < 1106</pre>
  <language>en</language>
     <title>My new cat!</title>
                                                                                           1108
     <link>http://www.example.com/~marsha/weblog/whiskers.html</link>
     <description>I got the best Christmas present, a new cat...</description>
  </item>
  <item>
     <title>Fantastic dinner</title>
     <link>http://www.example.com/~marsha/weblog/dinner.html</link>
                                                                                                1110
     <description>Had a great dinner last night, delicious steaks...</description>
   </item>
</channel></rss>
```

Fig. 1

```
70%
                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           0
=
                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     <liink>http://pagead2.googlesyndication.com/pagead/adclick?sa=l&ai=AdCTbJzj7_0-70QJnh
pt8EvZC1ublD0sqOrAwNexAHIAqTXfAAASmMEABCgpFAAwd3dnLt9mYpxwZ3hwYjtmLj9wbAEjMwgnNwAzXh
NHAAA&num=2&adurl=https://www.example.com/Merchant2/steaks&client=ca-pub-71230323861
                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              <title>Fantastic dinner</title>
<liink>http://www.example.com/~marsha/weblog/dinner.html</link>
clink>http://www.example.com/~marsha/weblog/dinner.html

                                                                                                                                                                                                                                                                                                                                    80!
                                                                                                                                                                                                                                                                                                              <iitle>My new cat!</title>
<iitnk>http://www.example.com/~marsha/weblog/whiskers.html</link>
description>I got the best Christmas present, a new cat...</description>
<?xml version="1.0"?>
<!DOCTYPE rss PUBLIC "-//Netscape Communications//DTD RSS 0.91//EN"
http://my.netscape.com/publish/formats/rss-0.91.dtd">
<rss version="0.91">
....
                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       <description>Delicious meat delivered right to your door. Free
                                                                                                                                          409 +
                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      <title>Gourmet steaks</title>
                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    shipping.</description>
                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                </channel></rss>
                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 20886</link>
                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       i tem>
                                                                                                                                 <channel>
                                                                                                                                                                                                                                                                                                                                                                                                                                                                    <item>
                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              <item>
```

2000

```
¥ 1401
CHANNEL
    CHANNEL TITLE + 1402
    CHANNEL LINK ← 1404
    CHANNEL DESCRIPTION ← 1406
   ITEM 1
     ITEM 1 TITLE
                            1408
     ITEM 1 LINK
     ITEM 1 DESCRIPTION
   ITEM 2
     ITEM 2 TITLE
                            1410
      ITEM 2 LINK
     ITEM 2 DESCRIPTION
    ITEM 3
      ITEM 3 TITLE
                            1412
      ITEM 3 LINK
      ITEM 3 DESCRIPTION
```

Fig. 14

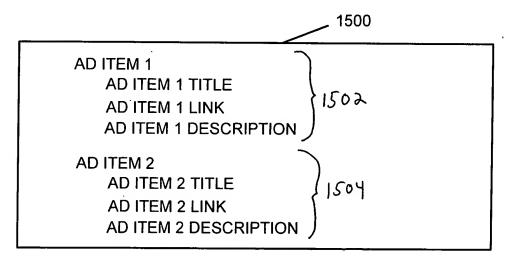


Fig. 15

```
1401
CHANNEL
    CHANNEL TITLE ←1403
    CHANNEL LINK - 1404
    CHANNEL DESCRIPTION + 1406
   ITEM 1
     ITEM 1 TITLE
                            1408
      ITEM 1 LINK
     ITEM 1 DESCRIPTION
    AD ITEM 1
       AD ITEM 1 TITLE
                                1502
       AD ITEM 1 LINK
       AD ITEM 1 DESCRIPTION
    ITEM 2
                               1410
      ITEM 2 TITLE
       ITEM 2 LINK
      ITEM 2 DESCRIPTION
   AD ITEM 2
       AD ITEM 2 TITLE
                                1504
       AD ITEM 2 LINK
       AD ITEM 2 DESCRIPTION
      ITEM 3
        ITEM 3 TITLE
                               1412
        ITEM 3 LINK
        ITEM 3 DESCRIPTION
```

Fig. 16